



SUCCESS FACTORS AND BARRIERS IN ISO 14001 IMPLEMENTATION IN SRI LANKA

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Abstract

Green environment concept has improved the environmental awareness and it forces manufacturers to strive for implementing competitive strategies in environmental management. With the introduction of ISO 14001 Environmental Management System standard in 1996, still only few companies in Sri Lanka have implemented the system. The success factors & barriers in ISO 14001 implementation in Sri Lanka have been identified in this study. Also motivations of Sri Lankan organizations to implement this kind of a system & the benefits obtained are also identified. A conceptual model was designed to describe the situation considering motivations as the independent variable, benefits as the dependent variable and barriers, success factors and few demographic factors as the moderating variables. Questionnaire was designed based on the conceptual model. Questionnaires were emailed to 59 numbers ISO 14001 certified companies and the analysis was done based on the responds using SPSS statistical package. Descriptive statistics, principal component analysis and one sample t test were used in analysis. Sri Lankan organizations think that commitment of the people in all levels, communication and training & awareness are the basic factors to successful implementation of ISO 14001, Barriers are not that much powerful in implementation. They mainly motivated to implement the system with the intention of obtaining environmental and safety improvements, to improve their relationship with authorities and communities and to reduce the number of accidents, As per the intention they have benefited the environmental & safety improvements at the end of the day. Further to that they have obtained financial benefits by saving the consumption level of energy and materials and by minimizing wastes. Also they have improved the corporate image. However there are few limitations in the study. Since the number of ISO 14001 certified companies in the country is less, it is difficult to go for an industry wise analysis.